

**MONTANA HISTORICAL SOCIETY
BOARD OF TRUSTEES MEETING**

April 19, 2012

9:00 a.m. MHS Auditorium

Helena, Montana

Montana Historical Society Board of Trustees members present: Steve Lozar, Crystal Wong Shors, Jim Utterback, Bob Brown, Lee Rostad, Shirley Groff, John Lepley, Ed Smith, Janene Caywood, Kent Kleinkopf, Thomas Nygard, Sharon Lincoln, Jim Court and Steve Carney
MHS Board of Trustee members excused were: Jim Murry

Staff present: MHS Director Bruce Whittenberg; MHS Administrative Assistant, Renee Podell; MHS Centralized Services Program Administrator, Denise King; MHS Development Officer, Susan Near; MHS Public Relations Manager, Tom Cook; MHS Research Center Program Manager, Molly Kruckenberg; MHS Museum Senior Curator of Collections, Jennifer Bottomly-O'looney; MHS Curator of History, Sarah Nucci; MHS Outreach & Education Program Manager, Kirby Lambert; MHS State Historic Preservation Program Manager, Mark Baumler; MHS Graphic Designer, Diane Hall; MHS Review and Compliance Officer at SHPO, Josef Warhank; MHS Historic Tour Guide and Museum Store Clerk, Bobi Harris.

Guests present: Montana History Foundation Executive Director, Amy Sullivan; MHF Development Officer, Peter Hunter; and HCTV Director, Steven Maly

CALL TO ORDER

President Steve Lozar called the meeting to order at 9:00 a.m.

REVIEW OF MINUTES

The January 19, 2012 meeting minutes stand as read and presented.

EXECUTIVE COMMITTEE MEETING REPORT-Bob Brown

Bob Brown highlighted agenda items discussed at the Executive Board meeting. Discussion was held on organizing Board committees with the focus on fundraising. In the process of committee organization, emphasis needs to be on the importance of interacting with the next Legislative session in regard to appropriation issues.

Bob reported that Bruce Whittenberg discussed the new MHS fire alarm system which will be installed this fall.

Bob reminded the Board members of the importance of patronizing the museum store.

Board officers will be elected at the July, 2012 Board meeting.

PRESIDENT'S REPORT-Steve Lozar

President Lozar stated there has been discussion on the possibility of bringing back Board committees. He reminded Board members that they absolutely can't be lobbyists. Board members can speak loudly, clearly and exactly as private citizens in the State of Montana. He encouraged members to collectively speak in a single voice. President Lozar suggested forming a Government Relations Committee. He encouraged Board members to get out into the State and talk to folks about endowments.

MHS CRITICAL ISSUES AND HERITAGE CENTER CAMPAIGN PLANNING-Bruce Whittenberg – “In good times and bad, we know that people give because you meet needs, not because you have needs.”

Bruce gave handouts to the Board members of his power point presentation (handouts made a permanent part of the record). Bruce noted that the MHS message needs to be improving and raising the value perception of the Historical Society to the State of Montana.

The MHS critical issues have been identified. Bruce highlighted the accomplishments in this area since the last Board meeting. He announced that the marketing committee has been formed. It is comprised of staff throughout the organization. Right now there is a lot of development going on. The marketing and development office has been put together and relocated to the first floor. This move brings marketing, development and membership right up front making the office easy to find. Staff is working on doing a better job of gathering customer data. The social media committee is doing a tremendous job helping to get the word out on a daily basis to thousands of people who support the MHS. MHS has 1,033 friends on Facebook. The Western Rendezvous of Art will be taking place on August 16th – 19th. He encouraged Board members to attend and support the WRA.

Bruce reported that a development plan is in place for the Mulvaney post card collection. The first \$1,000 contribution recently came in. Five key target areas have been identified based on the content of the post card collection. They are as follows: Glacier National Park, Yellowstone National Park, Railroads, Western Art, Helena and the surrounding area. The acquisition was approved by the Board in January and the collection was appraised at \$436,000. Mr. Mulvaney and his wife offered it to the MHS for \$300,000. An annuity program was developed with great help from Amy Sullivan and Peter Hunter at the Montana History Foundation. The Mulvaney family will receive an annual gift for life funded through the NEH Trust. Fundraising efforts for MHS will be in the amount of \$136,000. Bruce stated the goal is to have \$136,000 raised and the collection acquired in full by December 31, 2012.

The Ed Craney Studio installation is about 95% complete. Bruce will provide a demonstration during the Board's working lunch. The system is state of the art.

Discussions continue with Montana Interactive, which provides the web service and interactivity for State government, to help the MHS become more efficient with shopping cart functions on the website.

Bruce reported that the opportunity exists and it is being aggressively pursued for the MHS to replace some of its desktop technology.

A comprehensive security audit, by a firm that specializes in Museum security, was completed a couple weeks ago. Some funding was acquired through the Department of Administration. A full report will be submitted to MHS by April 30, 2012.

The fire protection alarm system upgrade for the building is in the planning process right now. By fall, every fire, smoke and emergency system will be upgraded and replaced.

Bruce stated he has been working closely with the Department of Administration and Capitol Security to assure that the protocols for tracking building activity are as good as they can be.

Bruce is working with Montana PBS on the development of an interactive educational platform that is coming from public broadcasting. MHS is going to be the history provider for the teaching guide for this platform.

Conversations are on-going with Legislators and others that are going to be involved in the next Legislative session. Bruce reported that Helena business leaders have suggested that they could raise a million dollars. Work continues with the Legislators and with the Governor's office on long range building plans and a funding model for the next Legislative session. It is time to begin work on the Core of Advisors. Bruce stated these are folks that will not only provide MHS with financial support for projects but will hopefully open the doors to others. The Governor's support has been secured to make a personal invitation to these folks to join the MHS Corp of Advisors.

Bruce also reported that the 2011 annual report is presently being compiled.

In summary, Bruce stated that his goal was to define where the MHS wants to be January 1, 2013 and do everything to work towards that goal this year. He highlighted the following: 1) Strong brand equity for the Historical Society; 2) Significantly increased engagement for the MHS; 3) Relationships with key Legislators and stake holders; 4) Good plan for monitoring the 2013 session; 5) Plan in place for the Governor's budget and Legislative initiative; and 6) Private fundraising efforts.

Development and Marketing Officer-Susan Near

Susan presented handouts (made a permanent part of the record), Phase I - III of the MHS Development Plan and Frequently Asked Questions. She stated that from now until July activity will focus on candidates for the fundraising campaign and the continual friend raising for the Society. Additional fundraising training is planned by the Benefactor Group. Handouts (made a permanent part of the record) were also distributed by Susan to each Board member titled the MHS Corps of Advisors and the Fundraising Campaign Action Plan. Susan asked each Board member to submit ideas for likely candidates who will be very important to the MHS fundraising

campaign. She pointed out that this information is confidential and will only be used by her office.

Steve Lozar noted that the foundation has been laid and he asked each Board member to search for the names of people who can be a help financially and a living advocate of what the MHS is doing.

Bruce outlined the qualities needed to be on the Corps of Advisors. He encouraged Board members to write down names they think will make good advisors on the sheet of paper provided in their packet. Susan or Bruce will contact them in the near future to discuss their choices. He asked also to have Board members think of arranging some small group conversations or activities in their communities and he will be happy to be part of their discussions. Bruce also asked that Board members not invite people to be on the Corps of Advisors until all of the Board members review and accept their selection.

Bruce led the charge by saying, “let’s go forward with enthusiasm and with a single focused message about the Historical Society”.

PROGRAM MANAGERS REPORTS

MUSEUM PROGRAM-Jennifer Bottomly-O’Looney

Jennifer presented a handout titled The Museum Exhibits Schedule (handout made a permanent part of the record). A recent acquisition (1894 DeCamp painting of Montana miners) was put on display for the Board members to admire. The acquisition of the painting was made possible by the Western Rendezvous of Art money. Jennifer noted that the painting is in need of restoration work. Shirley Groff asked Jennifer if the painting could be brought back after the restoration work has been completed so the Board could see the difference. Jennifer agreed to this suggestion.

Sarah Nucci presented a recently acquired gift to the Museum. It is the first microscope in Montana and dates to 1900. The microscope was used to research Rocky Mountain spotted fever.

STATE HISTORIC PRESERVATION OFFICE-Mark Baumler

Mark presented a study that was done by the Montana Museums Association (handout made a permanent part of the record). The study was done with support from a preserve America grant. This is the kind of information that Board members can use when talking to prospective donors. Over 100 museums responded to this survey.

Mark announced that Josef Warhank is retiring. Josef has been with the MHS since 1994. President Lozar officially thanked Josef on behalf of the Board. Josef thanked the MHS leadership stating that it has been a great 17 + years.

RESEARCH CENTER-Molly Kruckenberg

Molly explained that a new bookmark has been printed for the Montana Digital Newspaper Project (handout made a permanent part of the record). The bookmark is a great way to promote the project and great progress has been made. The more that goes on-line the more staff see connections with the research that is being done. What is currently on-line can be found at chroniclingamerica.loc.gov. Molly stated that in the next two years there will be 23 new titles on-line covering a number of different geographical locations across the state.

Molly reported the Research team is working on what they are calling the cataloging blitz. In February, the entire Research staff started making sure every book is available through the Montana shared catalog so there is a record for people to find what we have and to come and use it. In the last two months, over 2,000 new titles have been added to the shared catalog.

President Lozar complimented the Research Center Staff for the great job they do.

PUBLICATIONS-Molly Holz

Molly announced that the spring magazine should have arrived to everyone's mailbox last week.

She reported that hard work has gone into boosting the social media program. Part of this program is e-books. Molly stated that the MHS currently has three e-books. Work continues on how to do interesting publicity for the e-books. Molly noted that in a recent article in Forbes Magazine statistics show more e-books are being sold than physical copies of books.

OUTREACH AND INTERPRETATION-Kirby Lambert

Kirby stated one of the many things that O & I does is work with teachers. He presented a slide show outlining the schedule of events planned over the next few months which shows the amount of staff work and planning that goes into his staff's direct work with teachers. Educator workshops will take place as part of the upcoming History Conference. In October, nine sessions have been submitted at the MEA-MFT conference in Billings and that includes all of O & I staff and some of the Research staff. Kirby announced that there are also two grants pending.

CRANEY STUDIO DEMONSTRATION-Bruce Whittenberg

Bruce highlighted the capabilities of the new state of the art technology driving the workings of the auditorium. The complete renovation of all of the technology in the front of the room has taken place. The second part of the project which is now 95% complete is basically a high definition video studio. Bruce stated that Diane Hall has been trained on all of the equipment. The upgrades were paid for solely by a grant from the Greater Montana Foundation. This gift was originally intended for the new building. It is a \$600,000 six-year gift. The GMF approved the idea of using this facility and when the new building is built this technology can be moved. Bruce commented that he would like to have a ribbon cutting ceremony perhaps in conjunction with the July Board meeting to celebrate the gift and the GMF Board. Crystal Wong Shors

suggested writing a letter from the MHS Board thanking GMF Board for making this gift possible. The Board members concurred. President Lozar asked Bruce to work with Crystal to write a letter. Jim Utterback noted that a former member of the MHS Board, Steve Browning, is now on the GMF Board and it was his brainchild. President Lozar asked that Steve Browning be included in the letter.

Announcements-Steve Lozar

President Lozar asked Kirby Lambert to talk about the MHS Volunteers Appreciation Luncheon. Kirby announced that the luncheon will be May 21, 2012, 11:00 AM., at Exploration Works in Helena. President Lozar encouraged Board members to attend and said, “MHS couldn’t operate without the volunteers”.

President Lozar said it is time to address Board elections. Terms are up for Steve Carney, Kent Kleinkopf and Steve Lozar. He asked the following members to be on the nominating committee for the next meeting: Jim Utterback, Sharon Lincoln and Janene Caywood. Officers will be chosen at the next Board meeting and will commence their terms that same day.

Introductions-Bruce Whittenberg

Bruce introduced Diane Hall noting that she is the MHS graphic designer. Diane has been training with TVMT for a few months to learn how all the new equipment works. He stated that Diane will be training staff.

Bruce introduced Steven Maly as the guru of the Craney Studio upgrades and a great help in coaching MHS through the designing process. Steven is also responsible for all the Legislative coverage as well as Helena community television.

FINANCE/LEGISLATIVE REPORTS-Denise King

Denise introduced Bobi Harris explaining that she will introduce a few of the new items in the Museum Store. Bobi gave a sales demo and highlighted the many talented artists from around Montana that the store promotes.

Denise presented the FY2012 – March 31, 2012 Financial Schedules (handouts made a permanent part of the record). She commented that the process has begun for building a plan for the next session. Denise stated with the dragging economy the one challenging area at this time is the Museum store. She encouraged Board support.

A spread sheet of House and Senate Legislative seat information and a Legislative term limits schedule was presented to the Board members by Denise (handouts made a permanent part of the record).

Steve Lozar asked Denise to give the parameters of lobbying. Denise stated when a person gives information as a public citizen it is not considered lobbying. It would be considered lobbying if a person identifies that he or she is with the Historical Society and then asks for support of a

Legislator. She emphasized that when a Board member is talking to a Legislator be sure to introduce yourself as a private citizen and then let Bruce or Denise know that you have done so. Every November, prior to the Legislative session, the Governor's Office sends out the guidelines and a copy will be distributed to all Board members.

RESEARCH PROGRAM-Motion-Molly Kruckenberg
MHS Collections Management Policy

Molly presented the MHS Collections Management Policy stating that an update to the policy is done about every three years (handout made a permanent part of the record). This policy has been in place since 2006 and there have been some minor details and additions made within the collections and some changes made in collection priorities.

Jim Utterback moved approval of the MHS Collections Management Policy as proposed. Sharon Lincoln seconded the motion and it carried unanimously.

April 2012, Deaccession List

Molly asked for the Board's approval of the quarterly April, 2012 Deaccession list (handout made a permanent part of the record).

Shirley Groff moved approval of the quarterly April, 2012 Deaccession list. Bob Brown seconded the motion and it carried unanimously.

MUSEUM PROGRAM-Motion-Jennifer Bottomly-O'Looney & Sarah Nucci

Loan Request – Museum of the Beartooths – Artifact to be borrowed: Cannon Fragment

Sarah noted that the purpose of the loan is the Rosebud Absarokee (Crow) Agency- The Crow Tribes Influence in Stillwater County. The Museum Collections Committee has reviewed this request to determine its adherence to requirements and approves of this loan request.

Jack Lepley moved approval of the loan request by the Museum of the Beartooths for a Cannon Fragment. Ed Smith seconded the motion and it carried unanimously.

Loan Request - Conrad Mansion Museum – 12 firearms originally belonging to C. E. Conrad, now part of the MHS Johns Gun Collection - Motion

Sarah explained that there are 18 firearms in the Samuel Johns collection relating to the Conrad Mansion. Museum staff recommends loaning to the Conrad Mansion the 9 firearms that are currently in good enough condition to exhibit. The loan period will be for one year and renewed on an annual basis as long as all parties are agreeable.

Bob Brown moved approval of the loan request. Ed Smith seconded the motion and it carried unanimously.

The University of Montana Loan Request for the MHS Moon Rocks - Motion

Sarah commented that the MHS is the fortunate owner of the Moon Rock Plaque. To honor the 40th anniversary of the Apollo 17 moon mission, the Maureen and Mike Mansfield Library at The University of Montana, is planning a series of events, as well as a library display, from November 1, 2012, to December 14, 2012. The University is planning a series of lectures on the past, present, and future uses of the space missions, the moon rocks, and space satellites. The Moon Rocks are valued at \$5 million dollars.

Kent Kleinkopf moved approval of the loan request for the MHS Moon Rocks to The University of Montana. Sharon Lincoln seconded the motion and it carried unanimously.

Lone Dog Winter Count - Jennifer Bottomly-O'Looney - Motion

Jennifer presented pictures (handout made a permanent part of the record) of an historical copy of Lone Dog's Winter Count. A gentleman from Manitoba, Canada contacted Steve Lozar stating that he acquired this historical copy about 10 years ago. Lone Dog was the keeper of the original winter count and there are several historical copies of this winter count that have been documented. George Horse Capture saw a photograph of this and he believes it is authentic. Jennifer announced that a little more research needs to be done on this piece. This is a purposed sale item with an asking price of \$75,000. The timeline of this particular winter count is 1800 – 1870. The exact date of the making of this copy is not known, however it is most likely to be in the 1880's. Thomas Nygard suggested asking for clearer photographs. Jennifer asked the Board to decide if they wish her to pursue research on this item.

Lee Rostad moved consent for the Museum Staff to pursue further research on the history of this particular Lone Dog Winter Count. Janene Caywood seconded the motion and it carried unanimously.

UNFINISHED BUSINESS

Virginia City Status

Shirley Groff requested information on the Virginia City status. Bruce Whittenberg explained that HJR 32 is being considered, it creates a separate commission for State Parks. There are three bills being drafted and in the process a lot of options were considered. The Heritage Commission which governs Virginia City and Nevada City was considered. Combining the Heritage Commission with a State Parks Commission was considered, creating a State Parks Commission without the Heritage Commission was a consideration and the creation of a State Parks Commission with the Heritage Commission as advisory was another consideration. At this point, the MHS has been left out of the resolution, at least at this point.

Heritage Keepers Award

Shirley Groff announced that two nominees were selected by the committee and made the following recommendation for the Board's consideration: John "Jack" Bailey, Rosebud County and Bruce J. Selyem, Bozeman. Bruce noted that since this action was not officially published

on the agenda a Board email vote will have to be taken.

NEW BUSINESS

Ed Smith asked Denise and Bruce to talk to the Budget Director about excluding the MHS agency from vacancy savings.

Employee Appreciation Picnic

Sharon Lincoln proposed having an employee appreciation picnic this year. She volunteered to chair the event. The Board's consensus was to have the picnic Wednesday, July 18th. All Board members were asked to contribute \$50.00 towards the purchase of supplies. Sharon will be in charge of collecting the money.

PUBLIC COMMENT

None

NEXT MEETING

9:00 a.m., July 19, 2012

2:00 p.m. – Travel to the Scriver Center to view the Jay Laber Sculpture and to meet the Montana History Foundation Team.

ADJOURNMENT

1:45 p.m.